

EXHIBIT A

**Redacted Version of Document Sought to
be Sealed**



Gaming Content & Platform Partnerships Deep Dive

August 12, 2020

Microsoft Highly Confidential 2020

Topics for Today

01

The role of Content and Platform partnerships in reaching our Gaming ambition

02

The Content & Platform partner **landscape**

03

GEO Content & Platform partnership **teams & priorities**



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Gaming Ambition

Reach everyone on the planet
to play, watch, communicate and
create together



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GEO Mission

**Empower game creators to
realize their dreams**

With Xbox

On any device

Globally powered by Microsoft



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Gaming Content & Platform Partnership Goals



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Content and Platform Partner Landscape

Publishers

Create &
Publish Content

Large

ACTIVISION

Medium
Bethesda
KONAMI

Small

STUDIO
MDHR INC.

Developers

Create
Content

Service
provider
Art, QA, UI/UX...

Co-dev

SABER
EXPERIMENTAL

End to end
game
 

Platforms

End Points,
Distribution, Engines

HW Platforms
SONY 

Store Platforms
 

Middleware
 



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Two Levels of Content Partnership

Strategic

Partnerships on Strategic Initiatives

Select Titles

~450 titles/year

Platform

Xbox Platform Agreement(s)

All Content Partners

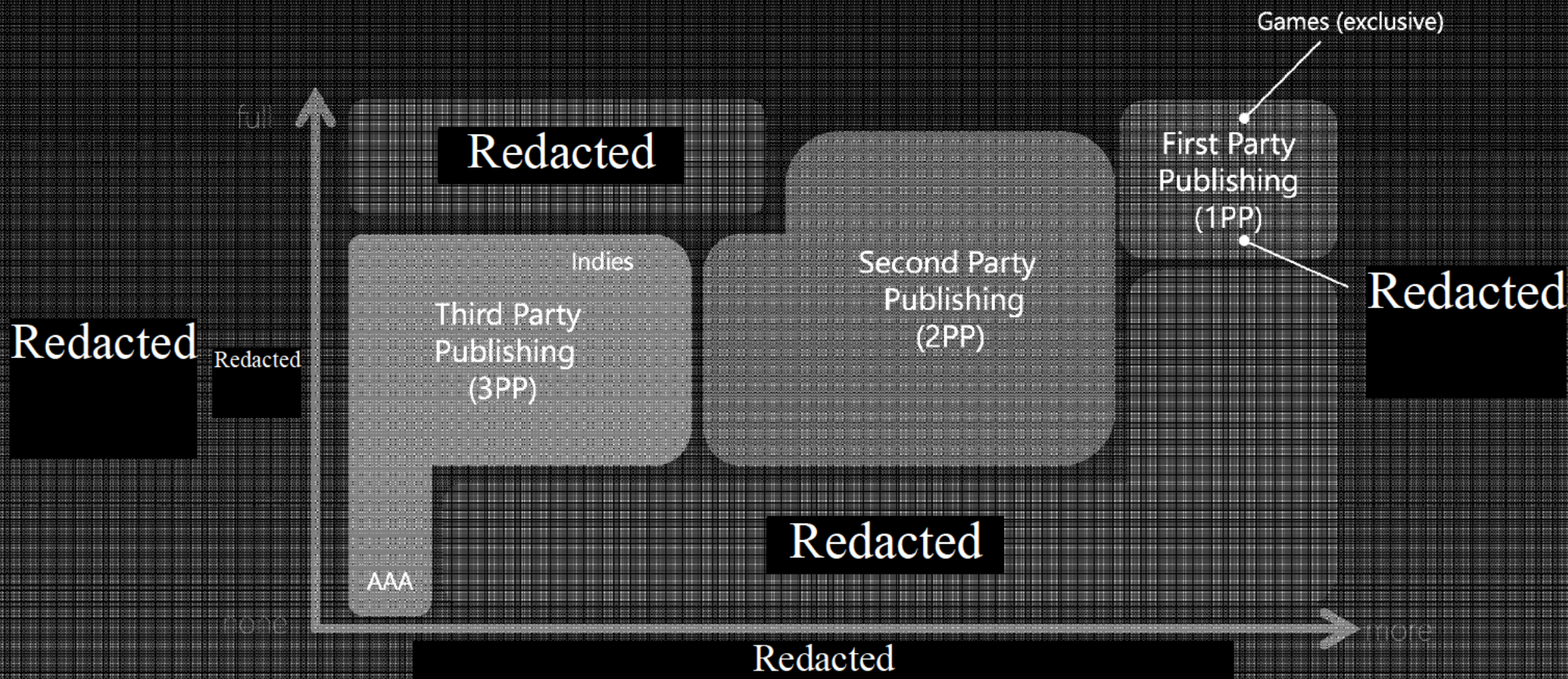
~3000 partners/Generation



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Xbox Platform Agreement Framework



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1PP & 2PP Business Development Team



Noah

Xbox Game Studios, 1P Publishing, World's Edge co-lead, Rare, Ninja Theory, Undead Labs, Compulsion, 2P publishing



Ed

Redacted



Sarita

Redacted



Fabien

Redacted



Peter

Redacted



James

Redacted



Kat

Redacted



Karl

Redacted



Melinda

Redacted



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1PP/2PP BD

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- Secure necessary partnerships to support Xbox Game Studios FRANCHISE GROWTH (i.e. ports, franchise expansion, licensing in & out)
- Provide title/franchise LIFE-CYCLE DEAL SUPPORT from start of development through initial release and on to franchise management
- ADAPT, EVOLVE and GROW deal structures and terms to align the needs of the business with the industry

Be the best partner team in Gaming for our internal and external PARTNERS

- Serve as TRUSTED advisors to our internal XGS partners and other stakeholders
- COLLABORATE with partner teams across Finance, Corp Dev, Production, CELA and Engineering to ensure priorities are aligned in deal making
- SUSTAIN, BUILD & GROW external networks to drive opportunities
- Leverage external partner INSIGHTS to inform opportunities and impact deal terms and strategy
- Shepherd external parties through engagement with XGS and Xbox to help ensure their SUCCESS



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Project Examples for 1PP/2PP

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GamePass/DOXbox-Highlights

• Bishop / Fatshark Redacted

• The Gunk / Thunderful Redacted

• Scorn / Ebb Software Redacted

• Redacted

• Drake Hollow / The Molasses Flood Redacted

• Spiritfare / Thunder Lotus Redacted

• World War Z / Mac Dog Games Redacted

• Dead Cells / Motion Twin Redacted

• Echo Generation / Cocomcumber Redacted
Redacted

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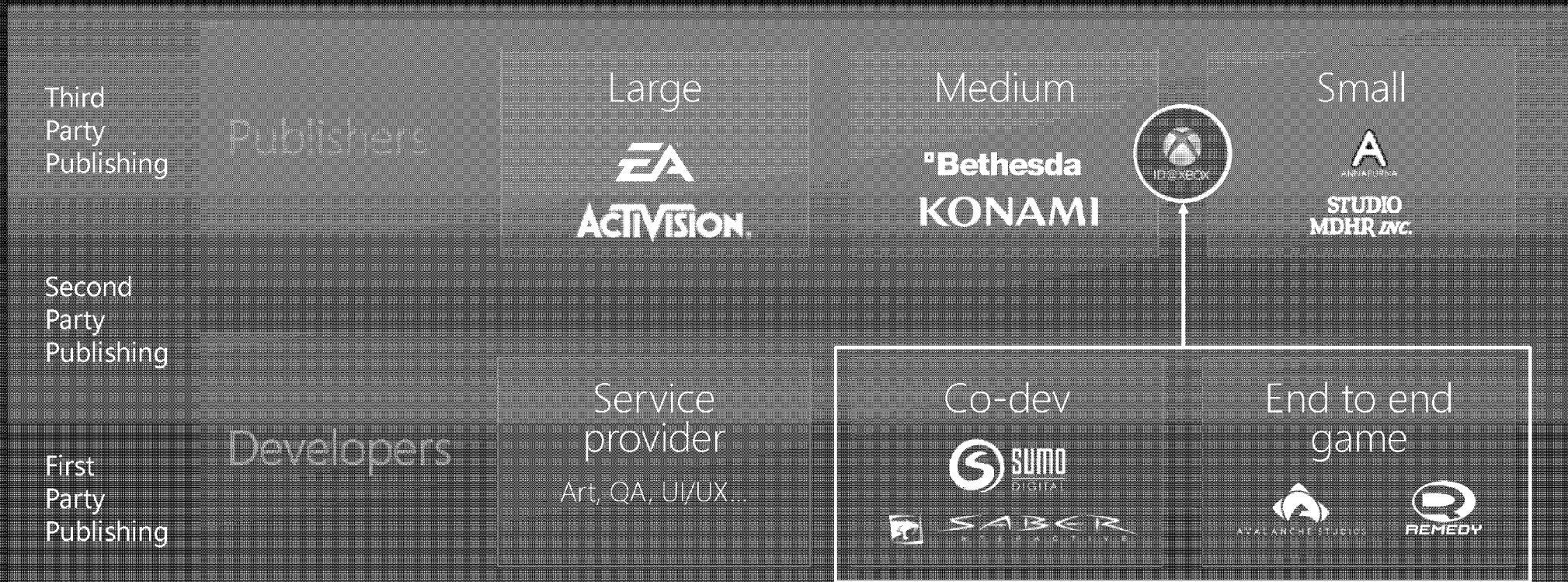
• Crookets / Gumberland Redacted



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Platform Agreements & the Content Partner Landscape



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Content Curation & Programs

ID@Xbox



Karen Mitchell



David Ashbrenner



Becca Waters



Redacted Fund



Amanda Lu



Global Portfolio Team



Damon Baker



Jon Katz



Nick Zudlich



Mike Mace

2PP / Global Partner Publishing



Nico Bihary



Paul Murphy



Sarah Conde

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Content Curation & Programs

ID@Xbox

- Manage self-publishing and dev evangelism for digital-first developers
- Breadth manage > 4000 studios making games for Xbox; partner with Agos team for **Redacted** management of **Redacted** P/G* partners
- Coordinate onboarding and launch; maintain dev education portal
- Work with Marketing, PR, other partners to maximize dev success
- 2000 releases since 2014, ~\$2B revenue
- **Redacted**
- Relies on breadth management tools, CRM, and established product truth in order to efficiently serve developers
- Manage indie dev pipeline and content fund with a goal to scouring properties for Game Pass and exclusivity as well as signing early stage games w/ full XGP option rights

Redacted Fund

Redacted

Global Portfolio Team

- The Xbox Curators
- Provides concept review for full Xbox Portfolio, including flagging and managing GeoPol response to problematic content
- Game coverage for deals and promotions
- Monthly executive portfolio updates
- Develops game evaluation relationship with strategic partners
- Manages Third Party event planning from a content perspective, including as key stakeholders in all-in event planning
- Partners closely with marketing on product evals
- Evaluates new content and helps bring new partners into Xbox fold

2PP / Global Partner Publishing

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- This is Microsoft publishing, not Xbox Studios
- Games are not required to be **Redacted** making more flexibility to how publishing games that aligns with Xbox strategy
- Example games: Rise of the Tomb Raider, Crochet X **Redacted**
- Focus is on Game Pass adoption and exclusivity



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Things to remember

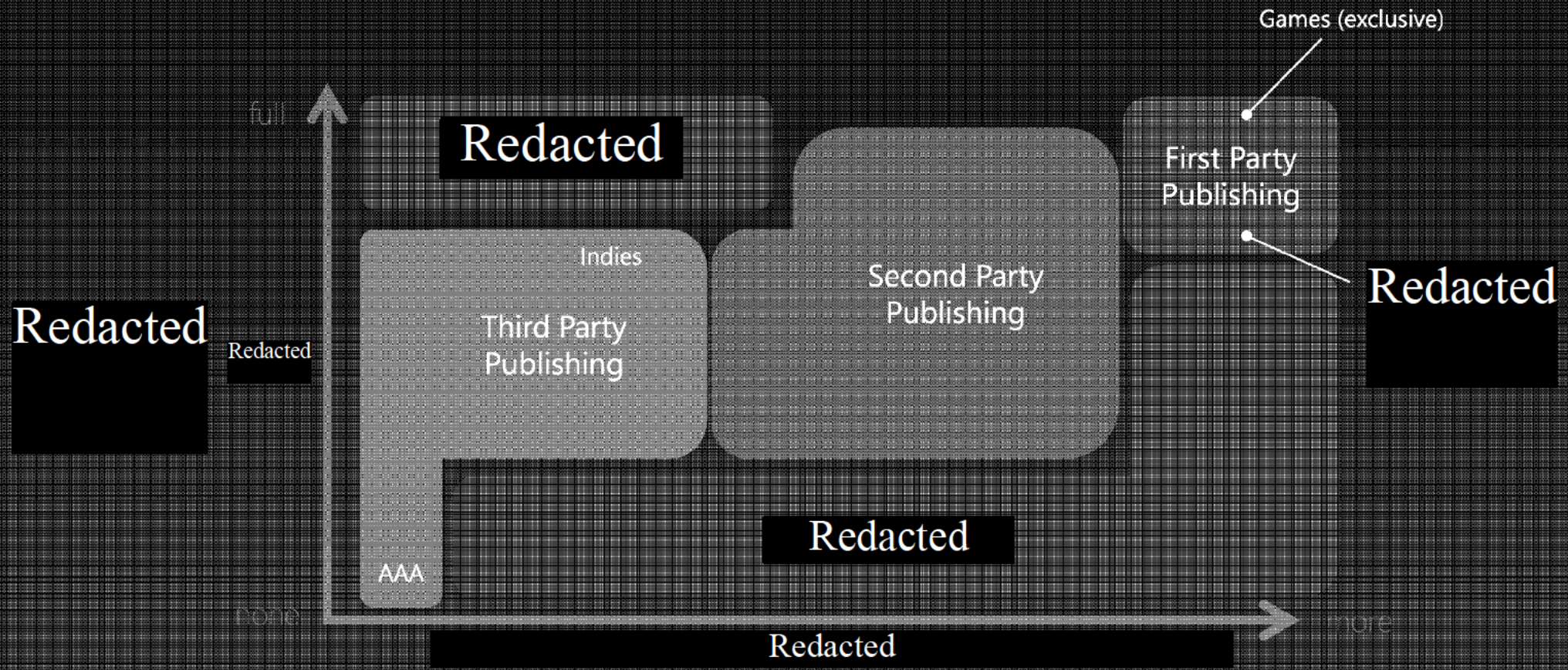
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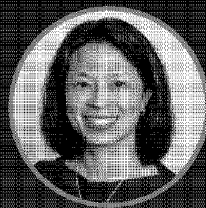
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Xbox Platform Agreement Framework

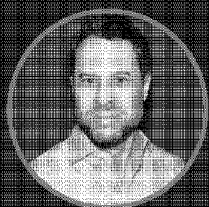


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3PP Content Partnerships Team

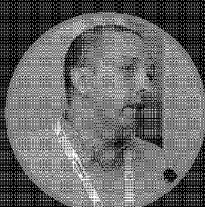


Ada Duan



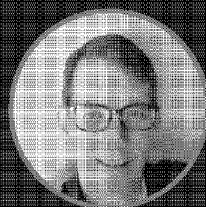
Bill Hurwitz

Global Business
Development,
Policy, Contracts



Ago Simonetta

Global Strategic
Partner Management,
ID@Xbox



Kevin McKeon

Strategic Partner
Management,
N & S Americas



Mark Maslowicz

Strategic Partner
Management,
EMEA



Rod Chang

Strategic Partner
Management,
Asia



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3PP Content Partnerships Priorities

Scarlett

Garner broad support for Scarlett (signed PLA/TLAs), identify and secure partnerships and evangelize Scarlett showcases & essentials to help deliver the best games for Scarlett

Xbox Game Pass

Continue to deliver quality content on console and PC for Game Pass to maintain a strong and diverse portfolio for the service

Project xCloud

Secure partner commitment for Project xCloud public preview and ensure a strong consumer launch portfolio

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Partnership Initiatives

Priorities

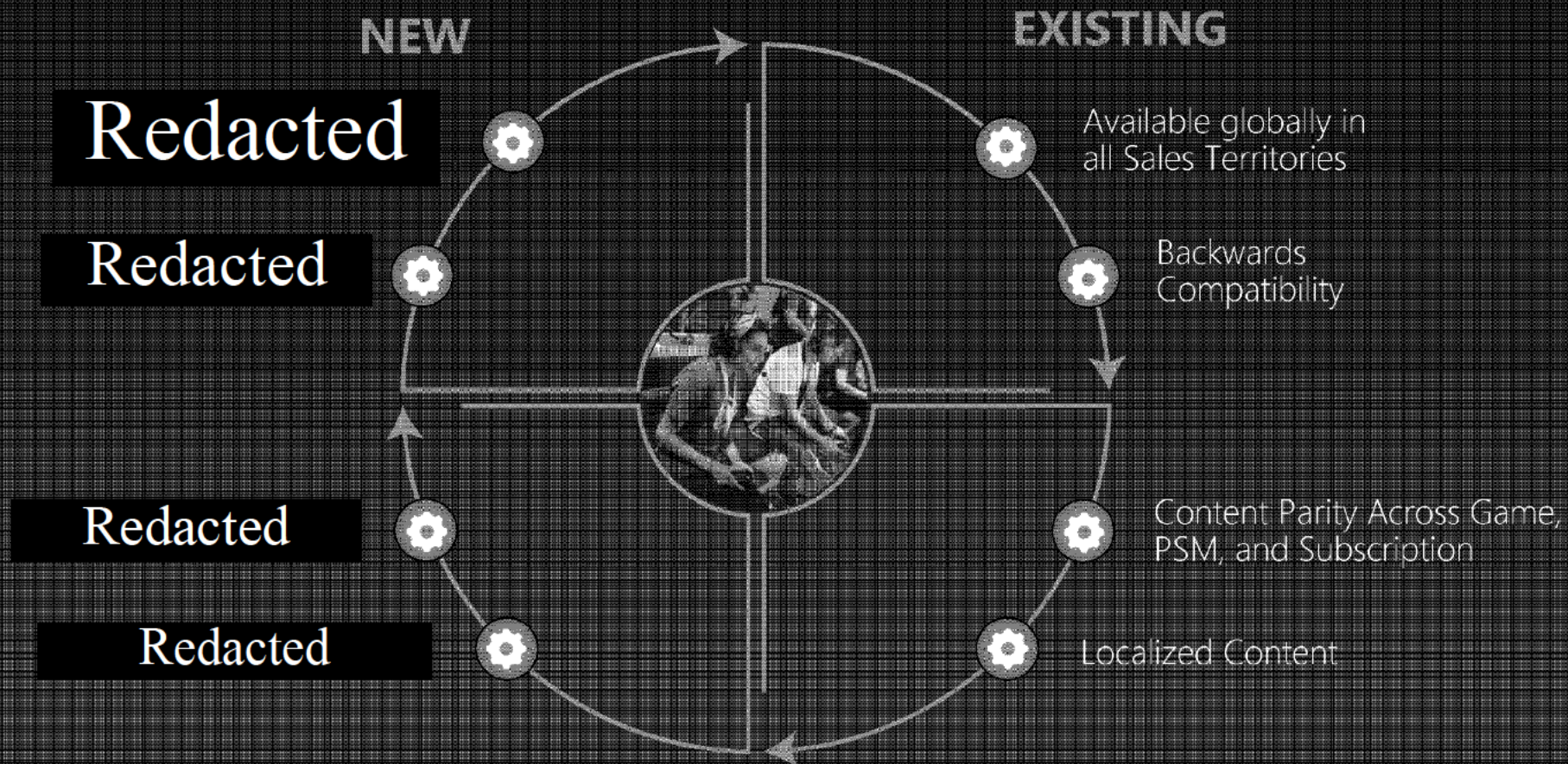
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Console Hardware Team



Evolving Gamer Expectations



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Looking Forward: continue, start, stop

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- Scarlett – Launch and beyond (next Holiday)

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- Adapt WFH business rhythm, e.g. publisher portfolio reviews

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- Manage program tracking of PC Game Pass title readiness

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Looking Forward: Discussion / Asks of GEO LT

- **Redacted**
- What are the core priorities & key success metrics for GEO?
- **Redacted**
- Prioritize developer education globally
- How best to work with GEO teams to engage **Redacted** partners



Thank you!



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